



CITY OF NEWPORT BEACH LAND USE ELEMENT AMENDMENT COMMITTEE AGENDA

**Newport Beach Central Library
Friends Room
1000 Avocado Avenue
Tuesday July 16, 2013
3:30 p.m. – 5:00 p.m.**

Committee Members

Ed Selich, Councilmember (Chair)
Nancy Gardner, Council Member
Kory Kramer, Planning Commissioner
Larry Tucker, Planning Commissioner
Craig Batley, At-Large
Michael Melby, At-Large
Patricia Moore, At-Large
Jim Walker, At-Large
Paul Watkins, At-Large

Staff Members

Kim Brandt, Community Development Director
Brenda Wisneski Deputy Community Development Director
Gregg Ramirez, Senior Planner
Tony Brine, Traffic Engineer
Woodie Tescher, The Planning Center (consultant)

1) INTRODUCTIONS

- a. Committee Logistics and Protocols
 - i. Roles and Responsibilities
 - ii. Brown Act requirements

2) PROJECT OBJECTIVES

3) WORK PROGRAM & PROJECT SCHEDULE (Attachment 1)

4) DISCUSSION OF PROJECT SCOPE

- a. Areas of potential change
- b. Work Program analyses – traffic and economic
- c. Preliminary Traffic Analyses

Recommended Action: 1) Confirm information needs
2) Identify other areas for possible change

5) PUBLIC COMMENTS & CORRESPONDENCE (Attachment 2)

6) PUBLIC COMMENTS ON NON-AGENDA ITEMS

7) ADJOURNMENT – Next Meeting August 6, 2013 at 3:30pm

This Committee is subject to the Ralph M. Brown Act. Among other things, the Brown Act requires that the Committee's agenda be posted at least seventy-two (72) hours in advance of each regular meeting and that the public be allowed to comment on agenda items before the Committee and items not on the agenda but are within the subject matter jurisdiction of the Committee. The Committee may limit public comments to a reasonable amount of time, generally three (3) minutes per person.

It is the intention of the City of Newport Beach to comply with the Americans with Disabilities Act ("ADA") in all respects. If, as an attendee or a participant at this meeting, you will need special assistance beyond what is normally provided, the City of Newport Beach will attempt to accommodate you in every reasonable manner. If requested, this agenda will be made available in appropriate alternative formats to persons with a disability, as required by Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and the federal rules and regulations adopted in implementation thereof. Please contact the City Clerk's Office at least forty-eight (48) hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible (949-644-3005 or cityclerk@newportbeachca.gov).

**City of Newport Beach LAND USE ELEMENT AMENDMENT
ADVISORY COMMITTEE WORK PLAN AND DRAFT AGENDAS
July 8, 2013**

The following presents an overview of the schedule, topics, and anticipated actions for the meetings of the City of Newport Beach General Plan Land Use Amendment Advisory Committee. The content for the meetings may be modified in response to the deliberations and needs expressed by the Committee during the performance of the work plan.

Date	Topics	Actions
July 16, 2013	<ul style="list-style-type: none"> ▪ Introductions ▪ Project objectives--modification of development capacities and policy revisions ▪ Work program and project schedule/deadlines ▪ Committee logistics and protocols <ul style="list-style-type: none"> • Roles and responsibilities • Brown Act requirements • Meeting schedule ▪ Other public outreach and engagement activities ▪ Presentation/discussion <ul style="list-style-type: none"> • Preliminary areas of change for development capacity (review City-prepared maps and identify other possible locations) • Scope of work program analyses: Traffic and economic • Preliminary traffic analyses (possible increments of growth to achieve no net increase in trip generation; trip rates by land use type) ▪ Public comments ▪ Confirm next meeting objectives and agenda 	<ul style="list-style-type: none"> ▪ Confirm information needed to support decisions for capacity revisions ▪ Identification of other possible locations for revised land uses
August 6, 2013	<ul style="list-style-type: none"> ▪ Preliminary traffic analysis of staff-identified land use revisions ▪ Property owner/developer requests for modification of land use designations ▪ Discussion: Review/modify potential locations for modification of land use types/ capacities ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Committee recommendations for land use changes for further study (Round 1)
August 20, 2013	<ul style="list-style-type: none"> ▪ Traffic analyses of Round 1 recommended land use changes ▪ Revise land use capacity recommendations in consideration of traffic analyses ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Committee recommendations for land use changes for further study (Round 2)
September 3, 2013	<ul style="list-style-type: none"> ▪ Economic analyses of Round 2 recommended land use changes ▪ Revise land use capacity recommendations in consideration of economic analyses ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Committee recommendations for land use changes for further study (Round 3)
September 17, 2013	<ul style="list-style-type: none"> ▪ Finalize land use recommendations ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Final Committee land use recommendations
October 1, 2013	<ul style="list-style-type: none"> ▪ Review EIR Project Description ▪ Review EIR work scope and schedule ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Recommendations for Project Description revisions

Date	Topics	Actions
November 5, 2013	<ul style="list-style-type: none"> ▪ Confirm LUE sections requiring goal and policy revisions/amendments based on land use capacity recommendations ▪ “Brainstorm” directions for policy revisions ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Recommendations for scope and “directions” for revised goals and policies
December 3, 2013 or January 7, 2014	<ul style="list-style-type: none"> ▪ Review and comment on draft amended goals and policies ▪ Public comments ▪ Confirm next meeting objectives and agenda 	Recommendations for goal and policy revisions
January 7 or February 4, 2014	<ul style="list-style-type: none"> ▪ Review final LUE amendments and draft SEIR ▪ Public comments ▪ Confirm next meeting objectives and agenda 	

June 18, 2013

Rush Hill
Mayor Pro Tem
City of Newport Beach
100 Civic Center Drive
Newport Beach, Calif. 92660

Dear Mr. Hill:

On behalf of Trumark Homes, I am pleased to be writing this letter to present to you our proposed Fairway Villas project in Santa Ana Heights. Trumark has a history of producing innovative, attractive, quality urban residential developments, and we are excited to be able to partner with the City of Newport Beach in redeveloping a prime location in the north end of the community. In order to accomplish this goal, we request your consideration of the Fairway Villas property within the City's ongoing General Plan Amendment (GPA) process.

Fairway Villas would redevelop a 2.3-acre property at 20122 Santa Ana Avenue, across the street from the Santa Ana Country Club. The site currently contains a 1960s-era 32-unit apartment complex. Fairway Villas would introduce home ownership to the site through 46 cottage townhomes. These townhomes would feature about 1,700 to 2,000 square feet of living space, 3 to 4 bedrooms, 2 car garages (with side-by-side spaces), and three-story floorplans. Our project is the ideal form of redevelopment and growth in a city—replacing dated and underutilized properties on an infill site that has access to existing utilities and infrastructure and is close to services and mass transportation routes, through privately funded, market-driven means, without the need for government subsidy. As a for-sale product, our townhomes will foster a stronger sense of community, pride of ownership, and improved long-term site maintenance. We also hope this redevelopment activity will serve as an impetus for other local property owners to upgrade their facilities to the standard expected of Newport Beach communities.

Fairway Villas is ideally located to take advantage of a range of commercial services and public transportation, all within walking distance. Fairway Villas will help revitalize this corner of Santa Ana Heights with an increased population to patronize local businesses and improvements to the project's frontage. Such improvements would include powerline undergrounding along roughly 375 feet of Santa Ana Avenue, and the planting of street trees and other decorative landscaping along the front setback and parkway. Future residents along Santa Ana Avenue will enjoy expansive views of the Santa Ana Country Club. The project would use careful planning to increase the density of the site while being sensitive to compatibility and privacy with adjacent homes and enhancing the visual appearance of both the parcel and Santa Ana Avenue. Additionally, the project would increase property tax revenue for Newport Beach, both from the site itself due to new development as well as from a broader enhancement in the area's housing stock and aesthetics.

Our project is supportive of the Newport Beach General Plan's goals and policies. For example:

- Policy LU 3.2 encourages the City to “enhance existing neighborhoods, districts, and corridors, allowing for re-use and infill with uses that are complementary in type, form, scale, and character.

Changes in use and/or density/intensity should be considered only in those areas that are economically underperforming [...]”.

Our project would clearly result in an enhancement to the existing land use of the area, while remaining largely consistent with local development. The requested increase in density is both consistent with other areas in Santa Ana Heights, and necessary due to the existing inefficient use of land on the site.

- Policy LU 6.2.1 requires the City to “accommodate a diversity of residential units that meets the needs of Newport Beach’s population and fair share of regional needs in accordance with the Land Use Plan’s designations, applicable density standards, design and development policies, and the adopted Housing Element.”

The project would result in a net increase of 14 townhomes, thereby helping the City meet its State-mandated housing requirements and reducing the burden on other neighborhoods to provide such housing.

- Policy LU 6.2.3 calls on the City to “encourage the development of residential units that are affordable for those employed in the City.”

Our proposal for townhomes in the 1,700- to 2,000-square-foot range creates an attainable housing type, meeting the needs of Newport Beach’s middle-income workforce without the need for any subsidy or formal enforcement mechanism.

We have completed a preliminary review of the site’s land use designations, and based on this understanding have developed the following request to initiate a GPA. The current General Plan designation of the site is RM (Multiple Residential). The site is zoned RMF (Residential Multiple-Family) within SP-7, the Santa Ana Heights Specific Plan. Both the General Plan and zoning designation permit a density of up to about 14 dwelling units per acre (du/ac). In order to achieve the target density for the project, we request a GPA to increase the site’s permitted density to 20 du/ac within the existing RM land use district. This designation is consistent and compatible with other areas in Santa Ana Heights, where the permitted density within the RM district is as high as 43 du/ac along much of Santa Ana Avenue.

A zone change will also be required to modify the RMF zoning district to RMF (2000), thereby reducing the minimum lot area per unit from the current 3,000 square feet to 2,000 square feet. A similar zoning is already in effect in a substantial portion of Santa Ana Heights, northwest of the Mesa Drive/Irvine Avenue intersection.

We appreciate your consideration of this General Plan Amendment initiation request. We look forward to discussing this project with you, other members of the City Council, and City staff. Please feel free to contact me at any time at rmaples@trumarkco.com or 949-999-9807.

Sincerely,

Randall Maples
Land Acquisition Manager
Trumark Homes